

PRAGMATIC WRITING

WRITING THAT GETS THINGS DONE

The Body: Patterns of Organization

1. Read “Creative non-Fiction” the section “The Body: Patterns of Organization” p 43-48.
2. Choose one ARTICLE as a group and identify the elements of organization within.
3. Discuss as a group how these organizational choices affected the impact of the author’s opinion.

Writing Task

Go back to the opinion piece you wrote previously. Rewrite this piece using one or more organizational patterns as seen in “Creative Non-Fiction”. When you share this re-organized piece with your group ask them to identify how these techniques improved your piece.

Min 100 words. Save in folder. Peer edit.

The Magazine

[these activities are to be done independently]

1. Go to the library and choose two magazines that you think meet different target audiences (remember that may not necessary mean different subject matter)
2. Fill out the chart (next page) for each magazine choice.
3. Compare the two magazines. What conclusions can you draw about the way each magazine targets its audience? What are the similarities and differences in the kinds of articles and advertising in each magazine? What do you observe about the language use of the article? How does language use match with the audience and purpose of the magazine?
4. In a short summary discuss what you have learned about how magazines appeal to an audience and reveal their purpose.
5. Summarize your findings in a written report. Minimum 200 words.

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The Magazine

Name of magazine		
Publisher		
Country of publication		
Subscription rate		
Frequency (weekly or monthly)		
Types of Articles (feature articles, editorial, letters to the editor)		
Amount of advertising (give a rough percentage of page coverage)		
Target audience (how do you know?)		
Purpose of magazine (how do you know?)		
Style of writing <ul style="list-style-type: none">- Tone- Formal/informal- Voice		

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